Module code: MOD007673	Version: 2 Date Amended: 08/Feb/2024

1. Module Title

The Experiential Consumer

2a. Module Leader

Grace Famoriyo

2b. School

School of Management

2c. Faculty

Faculty of Business and Law

3a. Level

7

3b. Module Type

Standard (fine graded)

4a. Credits

30

4b. Study Hours

300

5. Restrictions

Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

This module offers an expanded view of consumer behaviour covering not only the study of what and how we buy, but also how marketers influence the behaviour of consumers through marketing mix design and implementation. The module is informed by psychological and sociological models and theories and by emerging consumer psychology research. You'll critically analyse these theories and models using practical examples of the day-to-day marketing activities of product and service providers with a strong focus on the retail and experience sectors, experiences being taken to mean museums and other visitor based attractions. Finally, the module explores how consumption affects our environment with discussion of societal marketing principles.

You'll understand the theory and concepts behind the marketing decisions intended to influence consumer behaviour, but also be able to propose improvements in the way companies communicate with consumers by applying those theories and concepts. This is particularly pertinent in our digital world when consumers can directly, and publicly, communicate with brands via digital channels. Digital consumer behaviour will be an important topic covering issues such as communities, tribes, personas, trolling and fake behaviour, and customer comments/reviews. A growing social and commercial issue is the use of negative comment online to attack businesses, including fake reviews. Debates around how to manage these issues will be explored via emerging literature and company strategies.

6b. Outline Content

Information processing: attention, perception, learning and memory; motivation and values; personality, psychographics and the self; attitudes and persuasion; decision making; culture, subculture and social class; consumer insight and market research; customer relationship management; ethical and sustainable issues in consumption; digital consumer behaviours.

6c. Key Texts/Literature

The reading list to support this module is available at: https://readinglists.aru.ac.uk/

6d. Specialist Learning Resources

None

7. Learning Outcomes (threshold standards)

No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Critique and appraise various key psychological models and theories relating to consumer behaviour;
2	Knowledge and Understanding	Critique and appraise key sociological models and theories relating to consumer behaviour;
3	Knowledge and Understanding	Critique and appraise the various ways in which marketers influence the behaviour of consumers through marketing mix design and implementation specifically within a service based context
4	Intellectual, practical, affective and transferrable skills	Investigate and apply consumer behaviour theories to real-life practice contexts; specifically within the retail and experience based economies
5	Intellectual, practical, affective and transferrable skills	Confidently interrogate and work with interdisciplinary models and theory and apply them to marketing practice.

8a. Module Occurrence to which this MDF Refers

Year	Occurrence	Period	Location	Mode of Delivery
2025/6	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence

Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	0	N/A	N/A
Other teacher managed learning	52	1-5	1 x 20 minute screencasts per week over 12 weeks making minimum of 4 hours Followed by; 2 hr Tutorials (face-to-face, with a SSR of 100:1) per 12 weeks Followed by; 2 hr Workshops (face-to-face, with a SSR of about 25:1) per 12 weeks
Student managed learning	248	1-5	Reading, session preparation, assessment preparation, research, writing. Including time spent on online community (e.g. padlet, which will be moderated weekly or about 40 minutes per week by module leader
TOTAL:	300		

9. Assessment for the above Module Occurrence

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-5	100 (%)	Fine Grade	40 (%)
Case Report (up to 6,000 words)					

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:
(a) achieve the qualifying mark for each element of fine graded assessment as specified above
(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]